

CLAIMS

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2 *a1* 1. A method in a computer system for allocating display space on a web
3 page, the method comprising:
4 receiving multiple bids indicating a bid amount and an advertisement;
5 receiving a request to provide the web page to a user;
6 selecting, based at least in part on review of bid amounts, a received bid;
7 and
8 adding the advertisement of the selected bid to the web page.

1 2. The method of claim 1 wherein the selecting of a received bid is
2 performed after receiving of the request.

1 3. The method of claim 1 wherein the selecting of the received bid is based
2 at least in part on demographics of the user.

1 4. The method of claim 1 wherein the selecting of the received bid is based
2 at least in part on time at which the request is received.

1 5. The method of claim 1 wherein the selecting of the received bid is based
2 at least in part on category to which the web page relates.

1 6. The method of claim 1 wherein the selecting of the received bid is based
2 at least in part on a score indicating a likelihood that all the requested advertising of the bid
3 will be placed.

1 7. The method of claim 1 wherein the bid amount is based on points
2 received for participating in a commercial transaction.

1 8. The method of claim 7 wherein the commercial transaction is an
2 auction.

1 9. The method of claim 1 wherein the bid amount is based on points
2 received for clicking through one web page to another web page.

1 10. A method in a computer system for allocating advertising space, the
2 method comprising:

3 coordinating participation of a user in a transaction;
4 allocating points to the user as a result of participation in the transaction;
5 receiving on behalf of the user a request for allocation of advertising space for
6 a number of allocated points; and

7 allocating the advertising space to the user wherein the allocated points of the
8 user is reduced by the number of allocated points.

1 11. The method of claim 10 wherein the transaction is an auction.

1 12. The method of claim 11 wherein the participation is listing of an item to
2 be auctioned.

1 13. The method of claim 11 wherein the participation is placing a bid on an
2 item.

1 14. The method of claim 11 wherein the participation is purchasing the
2 item.

1 15. The method of claim 10 wherein the participation is providing a web
2 page through which a person selects another web page.

1 16. The method of claim 10 wherein the request for allocation is placing a
2 bid specifying the number of allocated points for the advertising space.

1 17. The method of claim 10 wherein the request includes an indication of
2 demographics of persons to whom the advertising space is to be displayed.

1 18. The method of claim 10 wherein the request includes an indication of
2 time constraints for the requested advertising space.

1 19. The method of claim 10 wherein the request includes an indication of a
2 category of items with which the allocated advertising space is to be associated.

1 20. The method of claim 10 wherein the request for allocation is derived
2 from a software component that identifies an advertising strategy for the user.

1 21. The method of claim 20 wherein the advertising strategy is based at
2 least in part on access patterns of users to categories with which advertising space is
3 associated.

1 22. The method of claim 20 wherein the advertising strategy is based on at
2 least in part similarity of an item being advertised to a category with which the advertising
3 space is associated.

1 23. The method of claim 20 wherein the advertising strategy is based on at
2 least in part on whether an item being advertised competes with an item associated with the
3 advertising space.

1 24. A method in a computer system for selecting an advertisement to present
2 to a user, the method comprising:

3 identifying an advertisement for an item to be presented to the user;
 4 when an advertisement for a related item has previously been presented to the
 5 user, analyzing activity of the user associated with the advertisement for the related item; and
 6 when the analysis indicates that the user may not be interested in the item of
 7 the identified advertisement, identifying an advertisement for another item.

1 25. The method of claim 24 wherein the related item is the same item.

1 26. The method of claim 24 wherein the analysis indicates that the user may
 2 not be interested in the item of the selected advertisement, when the user did not act on
 3 advertisements for related items a certain number of times.

1 27. A method in a computer system for selecting an advertisement to present
 2 to a user, the method comprising:

3 analyzing activity of the user associated with advertisements for items that
 4 were previously presented to the user; and

5 when the analysis indicates that the user may be interested in a certain item,
 6 identifying an advertisement for a related item.

1 28. The method of claim 27 wherein the analysis indicates that the user may
 2 be interested in a certain item, when the user selects a link provided by the advertisement.

1 29. The method of claim 27 wherein the analysis indicates that the user may
 2 be interested in a certain item, when the user purchases the item.

1 30. The method of claim 27 wherein the related item is the same item in
 2 which the user may be interested.